

Organ plays at 9, 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Showers

# "Tell Me the Truth—What Is the Real Secret of This 20 Per Cent Deduction Sale You Are Holding?"

**In Spite of Timid Reactionaries This Effort to Set Lower Prices**

is telling favorably from the Atlantic to the Pacific coast.

A Wall Street daily circular says: "Underlying conditions are not right. Everything is artificial and fictitious, and it is inevitable that before there can be any further sound expansion in industry readjustments must take place. This price reduction begun by John Wanamaker is an important sign. It has only started the coming wave of deflation."

**The Great Guaranty, Trust Company**

of New York, says, according to the Sun-Herald of yesterday:

"There Is a General Feeling

that the series of price reductions sporadically announced in various parts of the country indicates the imminence of a movement that

**will carry business back to normal conditions."**

Its course may move slowly at the start, but it must go forward decisively when all holders of merchandise

**Stop to Think It Over and Get Busy**

All storekeepers and creators of merchandise have had three or four active years in which they were compelled by scarcities and rising wages to pay just what the makers of goods demanded.

So it was that everything mounted higher and higher—and the prices soared!

Now we have come to a stopping place. It is possible to unite with the manufacturers, commission houses and selling agents to begin lowering prices, if even only a little. The people at the top have had a long turn; now then let the people at the bottom have at least a beginning of their turn, to get some consideration.

Let the first hands speculating in raw materials take smaller profits and the high-wage people speed up their machinery to add to the output that costs may be reduced, and the retailers will do their part to reduce expenses and bring around a lower cost of living.

We are getting in some new goods every day to fill up the places of what we sold last week, which we turn over at the slightly lowered figures.

[Signed] *John Wanamaker*

May 19, 1920.

THE lady who asked us this question yesterday insisted that the thing had been kept a mystery long enough.

**Dear Madam**—The "secret" was given away on Monday morning, May 3rd, when the Founder made his first announcement, that for a limited time we would offer for sale the 20 million dollar stocks of our stores in Philadelphia and New York at one-fifth off in an endeavor to break the backbone of high prices.

It was stated then, and it is re-stated now, that this was done from a conscientious sense of duty and as an endeavor to render a patriotic service to the country.

**That is the whole secret and the whole mystery and the whole reason.**

The thousand ridiculous stories seeking to insinuate that there was "something back of it all" have been set afloat either in unworthy competition or as simply idle gossip.

We have not until now considered it worth while to pay any attention to such bubbings and gurglings.

But when you, Madam, a good customer of ours and with confidence in us—as has been proved by your long years of dealing with us—when you, an intelligent, educated woman, put your question to us, it is evident that you have been affected by such idle gossip, then it is time for us to say that all these fantastic and curious things you have heard are simply wind puffs and moon shines that come from nowhere and are over and past with the idle hour.

We must believe that all good merchants in the United States for several months past have been doing much hard thinking to try to work out some good, real plan whereby there might be some way to put an end to the high prices.

It was a great problem, and one that had baffled the best efforts of the best merchants the country over.

But we were ready with the best stocks and the largest retail business in the United States.

Therefore, fortunately both for the customer and the producer it was our good fortune to be the first to find the way out.

And our effort was simply to bring down the prices with a sledge-hammer blow. It could not be done by "tapering off" and it could not be done by argument. It had to be done with full strength and with the determination back of it to accept all the responsibility it would bring.

That it was the right thing to do and that it was the right time to do it is perfectly well evidenced now by the general acceptance of the proposition by the better stores all over the United States.

Of course, it causes some disarrangement and inconvenience and fiery indignation in some quarters.

That cannot be avoided.

But a readjustment is coming about now.

There are actually lower prices. Raw materials are coming more freely on the market, for speculators have been frightened out of their corners. There is good hope that Labor, with the anticipation of lower prices for necessities, will work toward a higher and steadier production of the things that the people need so badly.

But there is more yet to be accomplished and the great Sale goes forward.

**Choose whatever you want from the great Wanamaker stocks from top to bottom and end to end of the Store, from a paper of pins to a diamond necklace** and you can have it for four-fifths of its regular price, the only exceptions being a few restricted articles.

**The Saving of One Dollar in Five in Men's Suits**

This means something, especially when the suits are Wanamaker suits, than which there are none finer to be had anywhere at the regular Wanamaker prices and comparatively few as good.

We made no emergency purchases to meet this extraordinary offer. It covers all our suits and all are of the full Wanamaker quality and none of a doubtful quality.

Suits regularly priced on actual merit at \$45 to \$80 are subject to a deduction of 20 per cent.

(Third Floor, Market)

**Men's New Redleaf Silk Dressing Gowns**

This latest London importation brings some beautiful foulard gowns in striking patterns and colors at \$50, and in polka dots at \$40.

Some in solid-color rajah silk at \$50.

All light in weight and cool and all can be bought at the 20 per cent reduction.

(Main Floor, Market)

**Men's Extra Size Handkerchiefs Made for Us in Ireland**

are of a beautiful quality of linen, snowy and fine and made with narrow hems, in two popular widths.

They were made just for us, that's the reason the price is \$1.25—for they were ordered months ago and in sufficient quantity to bring about this price.

\$1.25 each or \$15 a dozen—and, of course, 20 per cent comes off this price.

(West Aisle)

**Superb British Suit Cases Built Like Battleships**

We have never seen any suit cases to compare with them for strength and ruggedness.

They are made of the finest tan cowhide butts, with heavy reinforced corners studded with big brass rivets, and heavy brass trimmings. Wonderfully smart and distinctive.

Prices \$65 to \$110, minus 20 per cent.

(Main Floor, Chestnut)

**In Boys' Clothing the Opportunity Is Wonderful**

Twenty per cent—one dollar in every five—off the regular standard price of any boys' suit in the Wanamaker stock, with not the hundredth part of one per cent taken from the quality—the thing is unprecedented.

In Norfolk suits of fancy mixed fabrics and blue serges the choice is excellent.

Sizes for boys of 8 to 18 years, marked at \$20 to \$40, every suit subject to a deduction of 20 per cent.

(Second Floor, Central)

**New Sports Silks Special at \$6.50 a Yard**

Nearly every woman will recognize them as the fashionable sports silks of this Summer and this is a saving of several dollars a yard over the former prices.

Also there are all the colors that most people want.

Although there is a good sized shipment, the 20 per cent in addition to the special price is sure to make these silks go very fast.

(First Floor, Chestnut)

**Lingerie Hats and Tailored Hats—All Kinds for Children**

Now that warmer weather is drawing nearer and little girls will soon be wearing fluffy Summer frocks, mothers are asking for lingerie hats and bonnets to wear with them. And this is to say that the new hats are here—frilly and dainty, some lace trimmed, some ribbon trimmed, and all attractive.

New tailored hats of fine straws and Leghorns are in new shapes and usually simply trimmed with bows and ribbon streamers.

Prices start at \$1 for the children's caps and go on up to \$14 for the fine Leghorns. 1 to 6 year sizes.

Please remember that 20 per cent discount is to be taken from these prices also.

(Third Floor, Chestnut)

**Nothing Wears and Washes Like Japanese Cotton Crepe**

That is what many mothers of small children say, and it is true. Also it is one of the best investments that can be made for women's tub frocks, blouses, smocks, kimonos and men's shirts and bath robes.

The striped crepes are much liked for all these purposes and there is a good assortment here now, both colored and white grounds with white and colored stripes, 20 inches wide and 7/8 a yard. The 20 per cent discount makes them 60c a yard.

(First Floor, Chestnut)

**Inexpensive Afternoon Dresses \$32.50 to \$38.50**

Charmeuse, Georgette, crepe de chine, foulard-and-Georgette, and occasionally tricolette—these are the materials. A few of the dresses are beaded, and all of them are in the most wanted colors—navy, gray, taupe and black. Prices are \$32.50 to \$38.50, with 20 per cent additional taken off at the time of purchase.

(First Floor, Central)

**Among the Newest Coats for Women Are**

some very smart sports coats of checked velour, belted, long and pointed as to collar and in the prettiest shades of tan, deer, Pekin-blue and black, also black and white plaids, \$65.

New white polo cloth coats, made in the same good sports style, \$75.

New long velour coats, light in weight and entirely silk lined with soft taffeta of a contrasting shade. They are in tan, Pekin blue, deer and gray, \$85.

Even though they are so new, the 20 per cent comes off the price.

(First Floor, Central)

**Dark Blue Taffeta Frocks for Young Women—\$25**

Lustrous taffeta in the fashionable dark blue makes the dresses, which are in a new Spring style.

They have round necks, a bit of white lace and net in front to give a dainty touch, and narrow, pleated frills on the bodice, skirt and sleeves.

They are very good for \$25—and there are 14 to 20 year sizes. The twenty per cent discount applies to these, too.

(Second Floor, Chestnut)

**2000 Pair of Women's Fine Oxfords at \$9.75**

Shapely lace oxfords of black calfskin, with imitation straight tips, turn soles and Cuban leather heels. Light weight shoes very suitable for summer wear.

\$9.75 is a special price for them, and 20 per cent off that brings these oxfords to you at less than other stores pay for them at the factory.

(First Floor, Market)

**Middy Blouses for Women**

Made of a white basket-weave cotton they are \$3.50.

Regulation middie of white galatea with blue line collars are \$2.75; of blue galatea entirely, \$3.50; of white with navy collars, \$3.50. These last three styles lace in front.

20 per cent will be taken from all these prices.

(Third Floor, Central)

**Rich Treasure of Oriental Rugs**

Our whole stock comes within the scope of the 20 per cent deduction. Many recent shipments of beautiful pieces chosen overseas and imported direct are included.

It is a most remarkable opportunity.

Deduct 20 per cent from the fair, regular price marked on any rug in stock, including these here quoted:

<b>Mahals and Araks</b>		
10.5x7 ft., \$287	12.1x9.10 ft., \$1095	
11x8.11 ft., \$385	13.10x10.5 ft., \$1125	
12.3x9.8 ft., \$915	12.6x9.4 ft., \$1075	
14.4x10.10 ft., \$1430	12.8x9.5 ft., \$1095	
12.6x9 ft., \$1085	20.3x13.5 ft., \$1575	
	18.9x13.5 ft., \$1185	

**Chinese Rugs**

12.3x9.3 ft., \$595	8.2x6.2 ft., \$235
11.1x9.1 ft., \$487	12x9.2 ft., \$623
11.10x8.10 ft., \$675	12x9 ft., \$669
11.10x9.2 ft., \$655	12x9.2 ft., \$625
12.10x10 ft., \$685	14.5x11.9 ft., \$1285
	18x12 ft., \$1345

(Seventh Floor, Chestnut)

**The Most Delightful Silks for Lampshades and Draperies**

They are among the new arrivals in the Upholstery Store and can be used for many other things as well, such as covering pillows, table covers, bags and so on.

In the plain colors, \$2 a yard and figured at \$2.75 and \$3.75 a yard. Of course there is the 20 per cent discount, too.

(Fifth Floor, Market)

**A Special Lot of 100 Red Cedar Chests at \$28.50**

These chests measure 46x19 inches and are fine, roomy, airtight, moth proof.

For \$28.50 they are \$8 below the price usually asked for such chests.

And yet from the \$28.50 there is 20 per cent more to come off when you make your purchase.

(Fourth Floor, Market)

**Never a Better Time for Silver Mesh Bags**

And all those women who have been wanting one for months past are taking advantage of this opportunity.

In the new long tapering shapes they are especially graceful and easily carried. Some have straps, others chains and the ends are finished with tassels or balls. All are sterling silver and markings are \$41 to \$73.

The 20 per cent discount makes a nice little saving on the price.

(Jewelry Store, Chestnut and Thirteenth)

**Wide Brimmed Summer and Garden Hats—Untrimmed—\$3.50 to \$7.50**

There is rice straw and other coarse weaves, and the colors are lovely—a rich, glowing orange, jade green, rose pink, red, pale blue, French blue and navy blue, tan and black. They have broad brims and straight crowns, and are most attractive and becoming. \$3.50 to \$7.50 each.

Flower wreaths with which to trim them are \$1 to \$14—and this includes many colors and many posies.

Two-toned untrimmed sports hats are \$3.50 and \$4.

(Second Floor, Chestnut)

**Pleated Skirts and Plain Skirts, Wash Skirts and Woolen Skirts—But All for Young Women**

A whole rack of snowy new tub skirts has lately arrived, ready for the first days when the thermometer demands white skirts—\$6.75 to \$13.50, and there are many good styles from which to choose.

A smart new knife pleated skirt of white serge is \$14.50 and another, of finer serge, accordion pleated, is \$23.50.

Pleated and novelty wool plaid skirts, in any number of attractive colorings and designs, are \$14.50 to \$32.50.

Lengths are from 32 to 38 inches, and waist bands from 23 to 28 inches.

(Second Floor, Chestnut)